

BAND OF BROTHERS

What Is *Band of Brothers*?

Many heroes fought for America during World War II. Easy Company was full of them. This group of Army paratroopers battled on Utah Beach, Normandy and Bastogne, and they celebrated the end of the war at Hitler's Eagle's Nest. The company was dubbed *Band of Brothers* by Steven Ambrose, who wrote a bestseller chronicling Easy Company's tour of duty. Today, the story of Easy Company is a 10-part HBO mini-series that debuted on September 9. Tom Hanks and Steven Spielberg served as executive producers for the mini-series.

The *Band of Brothers* story is an ideal opportunity to demonstrate **An Army Of One** in action. Each Easy Company member brought individual skills and experiences to the group, but they functioned as one force. *Band of Brothers* shows the Army has always been an Army of individual strengths coming together to achieve a common goal.

Band of Brothers PR Activities

The Army and its civilian agencies are implementing several programs to capitalize on the powerful **Army Of One** message conveyed through the *Band of Brothers* story. Those activities include:

- **Time School Publishing/HBO In-School Education Program** – In September, the Army was included in an eight-page *Band of Brothers* school supplement in *Time* magazine. One section of the supplement focused on

drawing parallels between today's Easy Company members and those who served during World War II. The purpose is to show the similarities between the Soldiers in terms of background, family life, aspirations and attitude. The section includes brief interviews with three World War II Easy Company members and three members of today's Easy Company. Army logos also appear within the supplement and the four-page teacher's guide. The remainder of the supplement addresses historical information about World War II.

The *Band of Brothers* in-school supplement was distributed to three million high school students and 30,000 teachers across the country. In addition to printed materials, students and teachers can access portions of the Army's original *Band of Brothers* programming and video excerpts from the Army's documentary via goarmy.com, timeforkids.com and AOL (keyword: schooltime).

- **Original SRTV *Band of Brothers* Documentary** – To complement the HBO *Band of Brothers* series, the Army produced a 30-minute documentary about the members of Easy Company. To highlight the parallels between Easy Company members of yesterday and (cont'd)

“...Soldiers at your installation exemplify the camaraderie...”

today, the Army interviewed members about their youth, decision to join the Army and personal transformation into **An Army Of One**. The documentary will premiere on SRTV and will be followed with the complete HBO *Band of Brothers* series. An internal communication to all Soldiers will be sent to spread the word about the SRTV and HBO programming.

Local PR Efforts to Support *Band of Brothers*

The most important message for the Army to convey through *Band of Brothers* is that Easy Company is a concrete example of **An Army Of One**. Much of the press you may encounter about *Band of Brothers*, however, will reference the actors, directors and other Hollywood elements of the series.

On a local level, you can enhance the impact of *Band of Brothers* and its connection to **An Army Of One** by identifying Soldiers and activities at your installation that exemplify the same teamwork seen in the HBO series. It is an opportunity to bring forward real-life examples of what it means to be a part of **An Army Of One**. Potential local *Band of Brothers* story angles include:

- Showing how Soldiers at your installation exemplify the camaraderie of the *Band of Brothers* through training, deployment, new friendships and new skills. Illustrate how this Hollywood story lives in your community's backyard.
- Invite local media to the installation to see how the Army has both changed and remained consistent since World War II. The Army still builds a strong sense of teamwork, but technology has transformed the development of a Soldier. You can also use this angle to integrate Transformation Army into the story. The technology and tactics used during World War II were innovative in their own time. Paratroopers had never before been used in battle, making their introduction similar to the technology advances of today's Transformation Army.
- Arrange for Soldiers to visit high school history classes to talk about *Band of Brothers* and the Transformation Army. Invite media to attend the speaking engagement too.

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